



# LINCOLN UNIVERSITY

Course No. BA 317  
Course Title: POLITICAL AND LEGAL ASPECTS OF INTERNATIONAL BUSINESS  
Instructor: Allan Samson Contact: Allan Samson  
Credit: 3 units = 45 lecture hours Office Hours: By Appointment  
Class Hours: Three (M, W, 3:30 – 6:15 PM) (415) 391-4949  
Semester: Fall 2014 allan.samson@sbcglobal.net

## **Textbooks:**

**Charles W.L. Hill, Global Business Today, 7<sup>th</sup> ed. (2010), McGraw-Hill**  
**Schafer, Agusti, Dhooge & Earle, International Business Law and Its Environment, 8<sup>th</sup> ed. (2011), South-Western Cengage Learning**

## **Course Description:**

The course includes: analysis of political, military, economic and ideological factors affecting the behavior of states and the conduct of transnational business, with particular attention to multinational enterprises, formulation of foreign policy processes, including economic and trade policies. It also includes: analysis of international legal systems, with particular emphasis on business disputes arising from anti-trust laws; contracts and agreements; tariff liabilities; nationalization problems; procedures for arbitration and settlement.

## **Course Questions and Learning Objectives:**

Understanding the effect of globalization on international trade and investment.  
Considering the economic theories that influence international trade and investment.  
Considering the influence of sovereign wealth funds and the role of the state.  
Evaluating the pattern of “Race to the Bottom” to take advantage of lower wage levels in underdeveloped countries.  
Understanding the importance of international business law.

## **Methodology:**

Students are expected to read the assigned chapter and articles and case studies before each class. Case studies and hypothetical problems will comprise a part of each class session. Students will consider the case studies individually and in teams. Many of the case studies and articles will be available by downloading from their computers.

Case studies and articles will be sent to the students’ e-mail addresses several days before class. Hard copies of some cases will be provided a week before.

There will be class discussions and group presentations by students on the case studies and articles.

**Project:**

Case study problems will be assigned to students on an individual basis and on a group basis. Answers will be turned in and graded.

There will be a final project on a topic to be decided by the students and the professor. The projects will be presented by teams on the last day of class. The project paper will be submitted before the end of the semester. The project will comprise approximately 15 per cent of the final grade.

Students' work is expected to be original.

**Testing:**

There will be one mid-term examination and one final examination. Both will be essay examinations. Homework assignments will be turned in. Questions on ethical case studies will be given and answered in class.

**Grading:**

Grading will be based on the following criteria:

Mid-term	: 30 per cent
Final Examination	: 40 per cent
Class Attendance and Homework	: 10 per cent
Case Studies Analysis	: 20 per cent

**Grading Standard:**

100-95	A	76-74	C
94-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-60	D
83-80	B-	59 or <	F
79-77	C+		

**Classroom Protocol:**

Courtesy is expected. This includes no cell phone usage. Excessive talking will be punished by immediate beheading.

**Course Calendar and Assignments:**

The assigned material for each date should be read before the class with the exception of the first class. Class participation in discussing the material and case studies and hypothetical questions is expected.

**Date**

**Assignments**

**August 25: Chapter 1: Global Business Today.**

Introduction to the Concept of Globalization

Discussion of Opening Case, Closing Case, Critical Thinking and Discussion Questions, Country Focus Questions and Management Focus Question

**August 27: Chapter 2: Global Business Today (National Differences in Political Economy)**

Discussion of Closing Case, Critical Thinking and Discussion Questions, Country Focus Question (Corruption in Nigeria) and Management Focus Question (Starbucks in China)

Comparing Economic Systems

The Economist "State Capitalism" (Jan. 21, 2012)

**Sept. 1: No Class**

**Sept. 3: Chapter 3: Global Business Today ((Differences in Culture- excluding pp. 103-120) AND Chapter 4 (Ethics in International Business – excluding pp. 141-146**

Chapter 3: Discussion of Opening Case (Business Culture in China), Critical Thinking and Discussion Questions (excluding Question 5), and Country Focus Question (Breaking India's Caste System)

Chapter 4: Discussion of Opening Case (Working Conditions in a Chinese Factory) and Management Focus Case - - Making Apple's iPod (p. 132)

Compare to article in New York Times: "Signs of Change in Electronic Factories in China" (Dec. 26, 2012)

**Sept. 8: Chapter 6: Global Business Today (The Political Economy of International Trade)**

Discussion of Country Focus (Subsidizing Wheat Production in Japan). Management Focus Case (U.S. Magnesium Seeks Protection), Country Focus Case (Trade in Hormone-Treated beef), Critical Thinking and Discussion Questions.

NYT article on hormone-treated beef  
NYT articles on competition between Boeing and Airbus  
Articles on the choice between encouraging free trade or protecting turtles and the environment  
(WTO: "India, etc. v. US: 'shrimp-turtle'")  
(WTO: "The environment: a specific concern")

**Sept. 10: Chapter 7: Global Business Today (Foreign Direct Investment)**

Discussion of Country Focus Case (Foreign Direct Investment in China). Critical Thinking and Discussion Questions, and Closing Case

**Sept. 15: Mid-Term**

**Sept. 17: Chapter 11: Global Business Today (The Strategy of International Business)**

Discussion of Management Focus Cases, Critical Thinking and Discussion Cases

**Sept. 22: Chapter 12: Global Business Today (Entering Foreign Markets)**

Discussion of Management Focus Case (Tesco's International Growth Strategy), Management Focus Case (The Jollibee Phenomenon). Critical Theory and Discussion Questions

**Sept. 24: Topical Problems in International Business**

Globalization Revisited  
Sen, "How to Judge Globalism" (The American Prospect, Winter 2002)  
Bremmer, "The New Rules of Globalization" (HBR-February 2014)

The Economist: "The Gated Globe" (October 12, 2013)

Income Inequality  
The Economist: Capitalism and Inequality (October 13, 2012)

Selected articles

Outsourcing, Offshoring and Resourcing: What Next?  
"The Economist: "Outsourcing and Offshoring (January 19, 2013)  
Porter and Rivkin, "Choosing the U.S., (HBR-March 2012)

**Sept. 29: Topical Problems in International Business (continued)**

Fortune at the Bottom of the Pyramid?

Prahalad and Hammond, "Serving the World's Poor *Profitably*:"  
(HBR-Sept. 2002)

Kapur, Dawar & Ahuja, "Unlocking the Wealth in Rural Markets,"  
(HBR-June 2014)

Kay and Lewenstein, "The Problem with the 'Poverty Premium'"  
(HBR-April 2013)

**International Business Law: Chapter 1**

**Oct. 1 International Business Law: Chapters 2 and 3**

**Oct. 6: International Business Law: Chapters 16 and 18 (excluding pp. 577-586)**

**October 8: Class Presentations**

**October 15: Final Examination**

**Faculty Information:**

Professor Samson has a B.A. in Economics from the University of Illinois, an M.A. in Economic Development from the East-West Center of the University of Hawaii, a Ph.D. in Political Science from the University of California-Berkeley, and a J.D. from the University of San Francisco.

He has been professor at Lincoln University since 2001 and has taught Business Ethics at Lincoln University for the past five years.

He is Chairman of the Board of Trustees at Lincoln University.

He is a practicing attorney in San Francisco.

**Syllabus Updated:**

August 21, 2014